tuted by CN or F, naphthalene-2,6-diyl, in which one or two ring carbon atoms may be replaced by N and which may be monosubstituted or disubstituted by CN or F, cyclohexane-1,4-diyl, cyclohex-1-ene-1,4-diyl, bicyclo[2.2.2]octane-1,4-diyl, (1,3)-dioxane-2,5-diyl, pyridine-2,5-diyl, unsubstituted or monosubstituted by F, pyrimidine-2,5-diyl, unsubstituted or monosubstituted by F, (1,3,4)-thiadiazole-2,5-diyl, indane-2,5-diyl, unsubstituted, monosubstituted or disubstituted by F in the aromatic ring, thiophene-2,5-diyl

is a bivalent radical selected from the group consisting of phenylene-1,4-diyl, unsubstituted, monosubstituted or disubstituted by CN or F, naphthalene-2,6-diyl, in which one or two ring carbon atoms may be replaced by N and which may be monosubstituted or disubstituted by CN or F, cyclohexane-1,4-diyl, cyclohex-1-ene-1,4-diyl, bicyclo[2.2.2]octane-1,4-diyl, (1,3)-dioxane-2,5-diyl, indane-2,5-diyl, unsubstituted, monosubstituted or disubstituted by F in the aromatic ring, thiophene-2,5-diyl

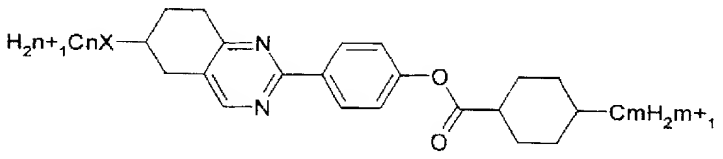
p, q, s are each zero or 1

r is 1 or 2.

10. A chiral smectic liquid-crystal mixture as claimed in one of claims 1 to 7, comprising from 10 to 60% of one or more compounds of the formula (I).

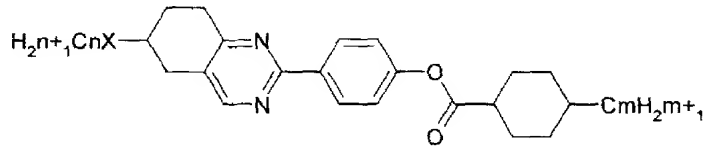
11. A chiral smectic liquid-crystal mixture as claimed in claim 7, comprising from 10 to 60% of 1 to 15 compounds of the formula (I) and from 40 to 90% of 2 to 15 compounds of the formula (II).

12. A compound of the general formula (I) as claimed in claim 1, selected from compounds of the formula (XX), where:



where n is an integer from 2 to 10
m is an integer from 3 to 10
X is a single bond or O,
with the exception of n=5, m=4, X=single bond

compounds of the formula (XXI), where:



is pyridine-2,5-diyl, 2-fluoropyridine-3,6-diyl, 4-fluoro-pyrimidine-2,5-diyl or phenylene-1,4-diyl, unsubstituted, mono-substituted or disubstituted by F

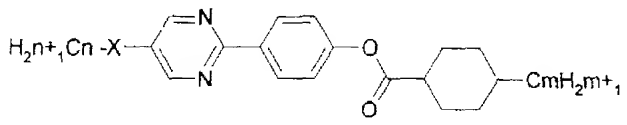
is pyridine-2,5-diyl, 2-fluoropyridine-3,6-diyl, 4-fluoro-pyrimidine-2,5-diyl or phenylene-1,4-diyl, unsubstituted, mono-substituted or disubstituted by F

with the provisos that a) one of the rings W^1/W^2 must be one of the nitrogen-containing heterocycles or

b) W^1-W^2 is undirected and 3-fluorobiphenyl-4,4'-diyl, 2-fluoro-biphenyl-4,4'-diyl or 2,3-difluorobiphenyl-4,4'-diyl

n is an integer from 1 to 14
m is an integer from 1 to 14
X is a single bond or O,

compounds of the formula (XXII), where:



n	8	8	8	8	8	8	9	9	9	9	9	9	9	9	9	10	10	11	12	13	13	13	13	13
m	6	7	8	9	10	11	3	4	5	6	7	8	9	10	11	6	11	6	6	4	5	6	7	8
X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

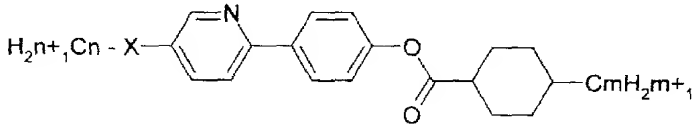
n	13	13	13	14	14	14	14	14	14	7	7	7	7	7	7	7	7	7	8	8	8	8	
m	9	10	11	5	6	7	9	10	11	3	4	5	6	7	8	9	10	11	4	7	8	9	
X	-	-	-	-	-	-	-	-	-	O	O	O	O	O	O	O	O	O	O	O	O	O	

n	8	8	9	9	9	9	9	9	9	9	9	10	10	10	10	10	10	10	11	11	11		
m	10	11	11	3	4	6	7	8	9	10	11	3	6	7	8	9	10	11	3	4	6		
X	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O		

n	11	11	11	11	11	12	12	12	12	12	12	12	12	13	13	13	13	13	13	13	13	14	14
m	7	8	9	10	11	3	4	6	7	8	9	10	11	3	4	5	6	7	8	9	10	11	3	4
X	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O

n	14	14	14	14	14	14	14
m	5	6	7	8	9	10	11
X	O	O	O	O	O	O	O

compounds of the formula (XXIII), where:



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